

3 claim 12, wherein a transaction is written to a database memorializing  
4 processing.

1 17. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in  
3 claim 12, including a code segment that receives live support information from  
4 the server computer.

1 18. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in  
3 claim 17, including a code segment that transmits support criteria to the server  
4 computer.

1 19. The program for identifying and providing a response to use of an  
2 electronic storage medium having an identifier incorporated thereon as recited in  
3 claim 12, including a code segment that posts support indicia of video, user  
4 information, and a suitable player to a database.

### REMARKS

In preparing the response to the rejections set forth by the Examiner, the Applicant had difficulty determining with any degree of specificity the portions of the cited reference in which the Examiner is correlating with each claim limitation. For example, the Examiner would state, generally, that a reference discloses all the claimed limitations and list out the claimed limitations, but no where does it indicate in the Office action which portion of the particular cited reference the Examiner is attempting to correlate with each limitation of the claim. Instead, multiple columns of the cited reference are used as the basis for the rejection against the claim as a whole, and these columns ranged from three (i.e. Cols. 3-

6) to eight (i.e. Cols. 6-14). The Applicant respectfully asserts that this contravenes MPEP 2106, section II, subsection C, which states, in part, that “[o]ffice personnel are to correlate each *claim limitation* to all portions of the disclosure that describe the claim limitation”. (Emphasis added) That section further states “[t]he correlation step will ensure that Office personnel correctly interpret each claim limitation”.

Nonetheless, the Applicant has attempted to respond to each rejection set forth by the Examiner as best understood by the Applicant. Therefore, reconsideration of this application is respectfully requested in view of the foregoing amendments and/or discussion presented herein.

**1. Objection to Drawings**

The drawings are objected to because the views are not labeled separately on Fig. 4, and because of “gray” areas over the characters in Figs. 2 and 4.

In response, the Applicant herein submits corrected drawing sheets for Fig. 2, Fig. 4, and Fig. 5 attached hereto as Attachment A. In Fig. 2 and Fig. 4, the “gray” areas behind the characters have been removed. In Fig. 2 and Fig. 5, pointers from the reference numbers to the component has been incorporated. Also, in Fig. 5, reference number 530 for the “Logging Table” has been included, and support for this is found in the specification on page 34, line 5. The Applicant asserts that no new matter has been added, and the Applicant respectfully requests entry of the corrected drawings.

**2. Rejection under 35 U.S.C. §103(a)**

a. Claims 1-6 were rejected under 35 U.S.C. §103(a) as being unpatentable over Choudhury et al. (U.S. Patent No. 5,509,074) in view of Krishnan et al. (U.S. Patent No. 6,073,124). The Examiner states that Choudhury et al. teaches, in summary, that which is recited in Claims 1-5. The Examiner further states that Krishnan discloses a method for tracking the distribution of content electronically,

in summary as recited in Claims 1-5, wherein support information is passed to the server to identify pertinent support information. The Applicant respectfully traverses the rejection as set forth by the Examiner.

Claim 1 has been amended not for reasons of patentability but to more succinctly define the Applicant's invention. The present invention relates to a system, method, and article of manufacture for interactive, network support of information based on the electronic content of a laser-centric medium. On the contrary, Choudhury et al. (U.S. Patent No. 5,509,074) discloses a method for protecting electronically published documents (col. 1, lines 35-36). Choudhury et al. fails to disclose, *inter alia*, a standalone electronic storage medium on which a tracking identifier is incorporated thereon. The only electronic storage medium disclosed in Choudhury et al. are the document and copyright servers. Krishnan et al. also fails to disclose, *inter alia*, a standalone electronic storage medium on which a tracking identifier is incorporated thereon. Krishnan et al. teaches incorporating electronic information into an online purchasing application wherein a secure digital commerce system is used to facilitate the purchase and delivery of electronic content (col. 4, lines 11-13), which is transmitted electronically to the client through the digital commerce system.

In Claim 1, a tracking identifier, that is incorporated onto the standalone electronic storage medium, is transmitted to a server. Hence, the standalone electronic storage medium is independent to the server but functions in conjunction with the server. Therefore, Claim 1 recites at least one element not disclosed in Choudhury et al.

Additionally in Claim 1, the tracking identifier is stored on the electronic storage medium, which already includes the content. This is clearly in contrast to the teaching of Krishnan et al. which discloses the content stored on a separate server (content supplier server 306). Therefore, Claim 1 also recites at least one element not found in Krishnan et al.

Since both references each fails to disclose at least the same one element recited in Claim 1, the combination of the references as the Examiner has

suggested would fail to meet the limitations of Claim 1. Accordingly, the Applicant asserts that Claim 1, as well as Claims 2-6 that depend therefrom, are patentable over Choudhury et al. in view of Krishnan et al.

b. Claims 7-11 were rejected under 35 U.S.C. 103(a) as being unpatentable over Newell (U.S. Patent No. 5,651,064) in view of Krishnan. The Applicant respectfully traverses the rejection as set forth by the Examiner.

Claim 7 has been amended not for reasons of patentability but to more succinctly define the Applicant's invention.

Newell fails to disclose, *inter alia*, a standalone electronic storage medium having a burst cut area. Newell instead discloses storing encrypted information that includes an identification on a storage medium (col. 2, lines 66-67). That encrypted information actually consists of the content (i.e. movie, video game, audio recording, or computer program) of the storage medium (col. 3, lines 3-5). This is supported by the fact that decrypting the encrypted information allows that information to be displayed in a form suitable for human perception (col. 3, lines 8-10). Thus, if the encrypted information consists of the content itself, it follows logically that it cannot be representative of an identifier of content of the electronic storage medium.

Krishnan et al. does not disclose an electronic storage medium having a burst cut area. As discussed previously, Krishnan et al. teaches incorporating electronic information into an online purchasing application wherein a secure digital commerce system is used to facilitate the purchase and delivery of electronic content, which is transmitted electronically to the client through the digital commerce system. Not only is there no disclosure of an electronic storage medium having a burst cut area, Krishnan et al. teaches away from that recited in Claim 7 because if the content is delivered to the client electronically, there is no need for an optical disc storage medium or one having a burst cut area.

Since both references each fails to disclose at least the same one element recited in Claim 7, the combination of the references as the Examiner has suggested would also fail to meet the limitations of Claim 7. Accordingly, the

Applicant asserts that Claim 7, as well as Claims 8-11 that depend therefrom, are patentable over Newell in view of Krishnan et al.

c. Claims 12-19 were rejected under 35 U.S.C. 103(a) as being unpatentable over Newell in view of Choudhury et al. The Applicant respectfully traverses the rejection as set forth by the Examiner.

Claim 12 has been amended not for reasons of patentability but to more succinctly define the Applicant's invention.

As previously discussed, Newell fails to disclose, *inter alia*, a standalone electronic storage medium having an identifier. Similarly, Choudhury et al. fails to disclose, *inter alia*, a standalone electronic storage medium on which a tracking identifier is incorporated thereon.

Since both references each fails to disclose at least the same one element recited in Claim 12, the combination of the references as the Examiner has suggested would also fail to meet the limitations of Claim 12. Accordingly, the Applicant asserts that Claim 12, as well as Claims 13-19 that depend therefrom, are patentable over Newell in view of Choudhury et al.

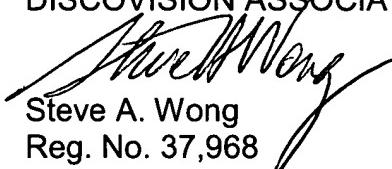
### 3. Conclusion

In view of the foregoing amendments and remarks, it is respectfully submitted that this application, including all remaining pending claims, are in condition for allowance. Every effort has been made to place this application in condition for allowance. Thus, consideration on the merits and early allowance are earnestly requested.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, he is herein kindly requested to call Applicant's attorney at the phone number noted below.

Respectfully submitted,

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**Attachment: Version with Markings to Show Changes Made**

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**In the Claims:**

Claims 1, 7, and 12 have been amended as follows:

1       1. (Amended) A method for tracking the distribution of content  
2 electronically, comprising the steps of:

3             (a) incorporating an electronic storage medium tracking identifier onto [an]  
4 a standalone electronic storage medium;

5             (b) detecting the tracking information when the [package] standalone  
6 electronic storage medium is coupled with a computer;

7             (c) transmitting the tracking information to a server computer; and

8             (d) determining appropriate support information utilizing logic in the server  
9 computer to transmit to the computer.

1       7. (Amended) An apparatus for tracking the distribution of content  
2 electronically, comprising:

3             (a) a standalone optical disc electronic storage medium having a burst cut  
4 area; and

5             (b) a digital code stored in the burst cut area;

6             (c) the digital code representative of an identifier of content on the optical  
7 disc electronic storage medium;

8             (d) the apparatus including logic that detects the tracking information when  
9 the electronic storage medium is coupled with a computer;

10           (e) the apparatus including logic that transmits the tracking information to  
11 a server computer; and

12           (f) the apparatus including logic in the server computer that determines  
13 appropriate support information utilizing logic in the server computer to transmit  
14 to the computer.

1           12. (Amended) A program embodied on a computer readable medium for  
2 identifying and providing a response to the use of [an] a standalone electronic  
3 storage medium having an identifier incorporated thereon, the program  
4 comprising:

5           (a) a code segment that reads the identifier of the electronic storage  
6 medium upon being input into a computer by a user;

7           (b) a code segment that detects the tracking information when the  
8 package is coupled with a computer;

9           (c) a code segment that transmits the tracking information to a server  
10 computer; and

11           (d) a code segment in the server computer that determines appropriate  
12 support information utilizing logic in the server computer to transmit to the  
13 computer.